

ORDER



Orders
Order / Rev: 226165
Alt Order #:
Product Desc: *Political* Runoff * 5/16-5/24
Estimate: 4771
Flight Dates: 05/16/16 - 05/24/16
Original Date / Rev: 05/13/16 / 05/13/16
Order Type: GENERAL

KCWT-TV
Primary AE: McAllen House
Sales Office: H-EVC
Sales Region: NAT

Agency
Name: GMMB- Greer Margolis Mitchell Burns
Buying Contact:
Billing Contact:
 3050 K Street NW Suite 100
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Gonzalez, Vicente for TX Congression
Demographic: HH
Product Codes: Candidates
Priority: P-01
Revenue Code 1: AGY
Revenue Code 2: GEN
Revenue Code 3: POL

New Business Thru: 07/20/16
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/16	05/24/16	14	\$225.00	\$191.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2016	14	\$225.00	\$191.25	0.00
Totals	14	\$225.00	\$191.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
McAllen House	H-EVC	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KCWT	05/16/16	05/24/16	Daytime M-F Hour 5 Daytime M-F 1p-1:30p	CM	1:00 PM-1:30 PM (1:00 PM-1:30 PM)	MTWTF--	:30	0	\$15.00	P-01	0.00	NM	3	\$45.00
DIVORCE COURT															
N 2	KCWT	05/16/16	05/24/16	Daytime M-F Hour 5 Daytime M-F 1:30p-2p	CM	1:30 PM-2:00 PM (1:30 PM-2:00 PM)	MTWTF--	:30	0	\$15.00	P-01	0.00	NM	3	\$45.00
DIVORCE COURT															
N 3	KCWT	05/16/16	05/24/16	Daytime M-F Hour 6 Daytime M-F 2p-2:30p	CM	2:00 PM-2:30 PM (2:00 PM-2:30 PM)	MTWTF--	:30	0	\$15.00	P-01	0.00	NM	3	\$45.00
RULES OF ENGAGEMENT															
N 4	KCWT	05/16/16	05/24/16	Daytime M-F Hour 6 Daytime M-F 2:30p-3p	CM	2:30 PM-3:00 PM (2:30 PM-3:00 PM)	MTWTF--	:30	0	\$15.00	P-01	0.00	NM	3	\$45.00
RULES OF ENGAGEMENT															
N 5	KCWT	05/16/16	05/23/16	Late Fringe M-F Hour 1 Late Fringe M-F 9p-930p	CM	9p-930p	MTWTF--	:30	0	\$20.00	P-01	0.00	NM	1	\$20.00
SEINFELD															
N 6	KCWT	05/21/16	05/21/16	Late Fringe Sa Hour 1.2 Late Fringe Sa 930p-10p	CM	930p-10p	-----1-	:30	1	\$25.00	P-01	0.00	NM	1	\$25.00
SEINFELD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		05/16/16	05/22/16	-----1-			1			\$25.00		0.00			

Totals 14 \$225.00



Rosie Perez <rosieperez@entravision.com>

EST 4771 Vicente Gonzalez for Congress 5/16-5/24

1 message

Furman, Mike <Mike.Furman@gmmb.com>

Wed, May 11, 2016 at 5:14 PM

To: Rosie Perez <rosieperez@entravision.com>, "Wurm, Matthew (CMG-REP)" <MWurm@coxreps.com>, "Ritzen, Shepard" <Shepard.Ritzen@katztvgroup.com>, "BROWN, FRANCESCA" <Fran.Brown@katztvgroup.com>, Lauren Rich <Lauren.Rich@nccmedia.com>, Meghan Hughes <Meghan.Hughes@nccmedia.com>, Jaryd Engberg <Jaryd.Engberg@nccmedia.com>, Chris Johnson <Chris.Johnson@nccmedia.com>

Hey all. Just sent orders through eport for EST 4771 Vicente Gonzalez for Congress 5/16-5/24(Rosie I put your name as the contact for KCWT and KFXV).

I know the orders say 5/17-5/23 but please note the following and make the changes on your end:

 **ORDERS START MON 5/16 and run through TUE 5/24(5P cutoff).**

Please let me know if you need additional money to have the schedules run intact. I will let you know if I can add any/all money.

I have attached the NAB form as well. Traffic to follow(most likely tomorrow, but might be Friday).

Please confirm receipt of these orders and that you understand to start the orders on Mon 5/16.

Thanks!

This email is intended only for the named addressee. It may contain information that is confidential/private, legally privileged, or copyright-protected, and you should handle it accordingly. If you are not the intended recipient, you do not have legal rights to retain, copy, or distribute this email or its contents, and should promptly delete the email and all electronic copies in your system; do not retain copies in any media. If you have received this email in error, please notify the sender promptly. Thank you.

**Vicene Gonzalez NAB 2016 runoff.pdf**

251K



Rosie Perez <rosieperez@entravision.com>

EST 4771 Vincente Gonzalez for Congress 5/16-5/24

Furman, Mike <Mike.Furman@gmmb.com>
To: Rosie Perez <rosieperez@entravision.com>

Fri, May 13, 2016 at 10:31 AM

Not sending revised orders...just add it in..i will cut a check this afternoon...thanks!

From: Rosie Perez [mailto:rosieperez@entravision.com]
Sent: Friday, May 13, 2016 11:31 AM
To: Furman, Mike
Subject: Re: EST 4771 Vincente Gonzalez for Congress 5/16-5/24

Mike,

Yes, that additional total is correct. Could you please send copy of check and revised order? Please also advise on the separation issue. If we can do 15 min sep, can I please ask to have it updated on both orders?

Thanks.

[Quoted text hidden]

Agency:

Office:

Client:

Station:
Order Ty

Flight Start:
Flight End:

05/17/2016
05/23/2016

Hiatus:

Product:

Order Type:

Hiatus:

Piggyback Product:

Estimate: 4771 - Vicente Gonzalez GM TV
5.17-5.24

Received in ePort:

5/11/2016 5:07:56 PM

Airtime Dollars: \$225.00

Interactive Dollars: \$0.00

Non-Airtime Dollars: \$0.00

Total Dollars: \$225.00

Total Spots: 14

Local/National:

Local

Rep Office:

KCWT-TV

AE:

Rosie Perez-Jeannette

Phone:

OrderID:

Status:

5039810 # JDL
Pending Review

MarketShare:

Comments:

Separation: 30

Line

No	(Program)	Code	Rate	C/T	Len
1	TuWThFM 1P-1:30P DIVOCRE COURT	DT	\$15.00	C	30
May-2015LP-Feb-2016LP					
2	TuWThFM 1:30P-2P DIVORCE COURT	DT	\$15.00	C	30
May-2015LP-Feb-2016LP					
3	TuWThFM 2P-2:30P RULES OF ENGAGEMENT	DT	\$15.00	C	30
May-2015LP-Feb-2016LP					
4	TuWThFM 2:30P-3P RULES OF ENGAGEMENT	DT	\$15.00	C	30
May-2015LP-Feb-2016LP					
5	TuWThFM 9P-9:30P SEINFELD	LF	\$20.00	C	30
May-2015LP-Feb-2016LP					
6	Sa 9:30P-10P SEINFELD	LF	\$25.00	C	30
May-2015LP-Feb-2016LP					

	5/17		Total				
			Spots	Rtg	CPM	Imp	CPM
3			3				
3			3				
3			3				
3			3				
1			1				
1			1				

Total Spots: 14

Cash\$ - Spots: \$225.00 - 14	Trade\$ - Spots: \$0.00 - 0	Total Cost: \$225.00	Total GRP - CPP: 0.0 - \$0.00	Total GIMP(1000) - CPM: 0 - \$0.00
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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KFXV-TV / KCWT-TV	Date: 5/12/16
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I, Mike Furman - authorized Redoubt,
 being/on behalf of: Vicente Gonzalez,
 a legally qualified candidate of the Democratic
 political party for the office of: TX CD 15
 in the Runoff
 election to be held on: 5/24/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			As ordered		

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Vilpate benzobez for Congress Committee

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Loren Saez benzobez

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

12/22/15

Date

[Signature]

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

BOB MACKAY

Printed Name

VP Sales.

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Vilente Gonzalez for Congress Committee
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Mike Re - authorized rep. 1-2-12

signature of candidate or authorized committee

Mike Fornan

printed name

12/22/11

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			As ordered		

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.